

WORLD

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College Papers Doubt Tobacco Ad Cutoff Would Halt Teen Smoking

OKLAHOMA CITY (UPI)—Three of Oklahoma's leading college newspapers feel that the decision of the Tobacco Institute to halt all advertising in college publications will not affect teen smoking habits in any way—except possibly in the brand chosen.

The schools and papers polled were the University of Oklahoma's Oklahoma Daily, Oklahoma State University's Daily O'Collegian, and Central State College's The Vista.

The Oklahoma Daily reported, "The Tobacco Institute evidently took this action in the face of mounting public pressure to step up efforts against teen smoking."

Cuts Into Revenue

The most noticeable effect, the three papers said, will be in the revenue cuts they will suffer. The Daily estimated an annual loss of \$6,000; the O'Collegian, \$7-10,000; and the Vista, \$2-3,000. The Vista said the figure was about 50 per cent of its national advertising revenue.

The prevailing opinion was that cigarette ads have not influenced nonsmokers to start... nor will the absence of cigarette ads influence students to stop.

J. M. Poyner, advertising and

business manager of OU student publications, said he does not believe elimination of cigarette advertising will alleviate the situation. He said that many students smoked before entering college. He suggested that if all cigarette advertising were eliminated, the problem might be solved.

Would Like to Know

Betty Jones, summer editor of the Daily, asked all students who quit smoking because her paper quit advertising cigarettes to "drop us a line."

Both Miss Jones and Herschel Randolph, summer editor of the O'Collegian, said that some advertising is interesting in itself. They both cited a weekly column written by humorist Max Schulman and distributed by a cigarette company as being a part of college life.

Editorially, the O'Collegian said, "It is an unrealistic move because of the other contacts students have with cigarettes."

All three publications expressed belief that the institute would reverse the policy within a couple of years. But until the reversal comes, none of them knew how they would fill the gap left by the accounts.

Miss Jones did present one answer to part of the problem. She said, "maybe Schulman can make a contract with an aspirin company or somebody so he can keep writing his columns."

STAR

Minneapolis, Minn.
June 21, 1963

'U' Paper to Lose Cigarette Advertising

The Minnesota Daily, University of Minnesota student newspaper, expects to lose 9 per cent of its total advertising revenue because the nation's major tobacco manufacturers are canceling cigarette advertising in college newspapers.

First indication of the new policy reached Paul Fitzgerald, Daily business manager, Thursday. Salem cigarettes, which buys the back cover of the Ivory Tower, the Daily's supplement informed him that it has canceled its cover contract.

Cigarette advertising brought the Daily \$3,187 during fall quarter and \$2,907

during winter quarter — roughly 25 per cent of the newspaper's national advertising revenue.

The Daily, which claims 30,000 circulation, is the largest of the nation's 37 college daily newspapers.

Smaller Papers

"If we don't make up this revenue in some other way," Fitzgerald said today, "We'll have to run smaller papers."

"There will be a renewed emphasis on getting local advertising."

George V. Allen, Tobacco Institute president, has announced that most major cigarette manufacturers have decided to stop advertising in college newspapers, magazines and football programs.

"The industry's position has always been that smoking is an adult custom," Allen said. "To avoid any confusion or misconception in the public mind as to this position, a number of member companies of the Tobacco Institute, I understand, have each decided to discontinue college advertising and promotional activities."

The average issue of the Daily is 12 pages, but it varies from 8 to 32 pages.

The Aquin, bimonthly student newspaper at St. Thomas College, St. Paul, does not carry advertising. Student newspapers that carry advertising, but no cigarette advertising, include the Catherine Wheel, bimonthly newspaper at the College of St. Catherine, St. Paul, the Mac Weekly at Macalester College, St. Paul, and the Augsburg Echo, weekly published at Augsburg College.

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